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OCT 21 1994

National Cable Television Association

Legal Department

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY
1724 Massachusetts Avenue, Northwest
Washington, D.C. 20036-1969
202 775-3664 Fax: 202 775-3603

October 21, 1994

BY HAND

DOCKET FILE COPY ORIGINAL

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Room 222
Washington, DC 20554

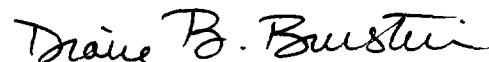
RE: MM Docket No. 92-266

Dear Mr. Caton:

Enclosed for filing in the above-captioned proceeding are an original and one copy of the attached letter to Greg Vogt of the Cable Services Bureau.

Please let me know if you have any questions concerning this matter.

Sincerely,



Diane B. Burstein
Assistant General Counsel

DBB:ldh

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OFFICE OF THE SECRETARY
1724 Massachusetts Avenue, Northwest
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October 13, 1994

BY HAND

Greg Vogt, Esq.
Federal Communications Commission
Cable Services Bureau
2033 M Street, NW
Room 918
Washington, DC 20554

Dear Greg:

As you requested, enclosed is a revised version of the multi-pay packaging information that NCTA previously filed with the Commission on September 29, 1994. The attached has been revised to reflect a la carte penetration of premium services for each system.

If you have any questions, or need any additional information, please give me a call.

Sincerely,



Diane B. Burstein

Enclosure

cc: Meredith Jones

DBB:ldh

OCT 21 1994

FEDERAL COMMUNICATIONS COMMISSION OFFICE OF THE SECRETARY	
Number of Premium Households	Households which purchase premium service on an a la carte basis
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
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13	13
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95	95
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97	97
98	98
99	99
100	100

Company/Package/ Programming	Package Price	Price If Programming Purchased <i>a la Carte</i>	Percentage Difference	# Subs Purchasing Particular Package	# Subs Purchasing Services <i>a la carte</i> at full rate - <i>a la carte</i> rate	Total Premium Services Purchased <i>a la carte</i>	Number of Premium Households	Households which purchase premium service on an <i>a la carte</i> basis
Comcast Cable Trenton, MI Disney/HBO/TMC/Prism	\$36.59	\$51.96	29.6%	585	Disney - 656 - \$12.99 HBO - 7,821 - \$12.99 TMC - 1,330 - \$12.99 Prism - 1,500 - \$12.99	14,395	24,327	59.2%
Comcast Cable Howard County, MD HBO/Showtime/Cinemax/T MC	\$22.90	\$50.20	54.4%	73	HBO - 6,149 - \$13.35 Showtime - 411 - \$11.95 Cinemax - 261 - \$12.95 TMC - 173 - \$11.95	8,901	25,117	35.4%
Continental Cablevision St. Paul, MN "Big Picture" Package includes: HBO, Cinemax, Showtime, HBO2, Cinemax-2, Showtime 2	\$18.95	\$29.85	36.5%*	11,713	HBO - 2,995 - \$9.95 Cinemax - 841 - \$9.95 Showtime - 727 - \$9.95	6,087	25,233	24.1%
* multiplexed services are only available with Big Picture Package and are not available <i>a la carte</i> . If multiplexed services were available <i>a la carte</i> , the multi-pay discount would be even be greater than 36.5%.								
Continental Cablevision Westchester, NY 3 pay package	\$21.95	\$33.00-36.75	33.5%-40.3%*	2,610	HBO - 11,622 - \$11.00 Cinemax - 258 - \$11.00 Showtime - 243 - \$11.00 Disney - 744 - \$11.00 SportsChannel - 513 - \$14.75 TMC - 133 - \$11.00	13,682	22,188	61.7%
* Given that one <i>a la carte</i> rate differs from the others, the amount of discount may vary with services purchase.								
Continental Cablevision Cambridge, MA "Take 2" package (subscriber selects 2 of the following premium services: HBO, Showtime, Disney)	\$15.95	\$21.90	27.2%	1,594	HBO - 1,615 - \$10.95 Showtime - 172 - \$10.95 Disney - 418 - \$10.95	4,886	16,173	30.2%
Continental Cablevision Wilmington, MA "Take 2" package	\$16.95	\$21.90-\$23.90	22.6-29.1%	149	HBO - 594 - \$11.95 Showtime - 65 - \$11.95 Disney - 268 - \$9.95	1,720	2,500	68.8%

* Given that one *a la carte* rate differs from the others, the amount of discount may vary with services purchase.

Company/Package/ Programming	Package Price	Price If Programming Purchased <i>a la Carte</i>	Percentage Difference	# Subs Purchasing Particular Package	# Subs Purchasing Services <i>a la carte</i> at full rate - <i>a la carte</i> rate	Total Premium Services Purchased <i>a la carte</i>	Number of Premium Households	Percent of Premium Households which purchase premium service on an <i>a la carte</i> basis
Bresnan Communications Company Midland, MI HBO/Showtime/TMC/ Encore	\$18.95	\$31.85	40.5%	174	HBO - 664 - \$9.95 Showtime - 49 - \$9.95 TMC - 0 - \$9.95 Encore - 73 - \$2.00	1,447	3,071	47.1%
Bresnan Communications Company Sault Ste. Marie, MI Showtime/TMC/Encore	\$11.95	\$21.50	44.4%	355	Showtime - 59 - \$10.00 TMC - 9 - \$10.00 Encore - 19 - \$1.50	349	1,231	28.4%
Bresnan Communications Company Bay City, MI Showtime/TMC/Encore	\$11.95	\$21.90	45.4%	372	Showtime - 44 - \$9.95 TMC - 4 - \$9.95 Encore - 57 - \$2.00	831	1,880	44.2%
Cox Cable Pensacola Escambia County, FL 4 Pay Package (HBO, Showtime, Cinemax & Disney)	\$32.00	\$44.00	27.3%	484	HBO - 10,870 - \$11.00 Showtime - 1,300 - \$11.00 Cinemax - 478 - \$11.00 Disney - 846 - \$11.00	14,858	23,663	62.8%
Southwestern Cable TV (Time Warner) San Diego, CA 5 Pay Package (HBO, Cinemax, Showtime, Playboy, Disney)	\$54.34	\$73.25	25.8%	91	HBO - 27,660 - \$14.65 Cinemax - 764 - \$14.65 Showtime - 452 - \$14.65 Playboy - 491 - \$14.65 Disney - 3,147 - \$14.65	32,514	46,201	70.4%
Comcast Cable Baltimore, MD HBO/Cinemax/Showtime	\$34.47	\$46.47	25.8%	3,351	HBO - 22,571 - \$15.49 Cinemax - 2,484 - \$15.49 Showtime - 2,369 - \$15.49	46,015	94,004	49.0%
Comcast Cable West Palm Beach, FL HBO/Cinemax/Showtime/ TMC/Disney	\$41.72	\$61.75	32.4%	267	HBO - 5,657 - \$13.95 Cinemax - 635 - \$11.95 Showtime - 1,614 - \$11.95 TMC - 1,149 - \$11.95 Disney - 2,049 - \$11.95	11,149	20,398	54.7%

Company/Package/ Programming	Package Price	Price if Programming Purchased <i>a la Carte</i>	Percentage Difference	# Subs Purchasing Particular Package	# Subs Purchasing Services <i>a la carte</i> at full rate - <i>a la carte</i> rate	Total Premium Services Purchased <i>a la carte</i>	Number of Premium Households	Percent of Premium Households which purchase premium service on an <i>a la carte</i> basis
Comcast Cable Charleston, SC 6 Pay Package (HBO, Cinemax, Showtime, TMC, Disney, Playboy)	\$41.00	\$68.75	40.4%	62	HBO - 16,816 - \$12.95 Cinemax - 2,876 - \$11.45 Showtime - 607 - \$10.45 TMC - 1,161 - \$10.45 Disney - 3,011 - \$10.45 Playboy - 65 - \$13.00	24,536	35,725	68.7%
Comcast Cable Florence, AL HBO/Showtime/Cinemax	\$29.50	\$42.00	29.8%	248	HBO - 1,190 - \$14.00 Showtime - 313 - \$14.00 Cinemax - 382 - \$14.00	4,029	5,821	69.2%
Comcast Cable Mobile, AL HBO/Cinemax	\$17.57	\$25.24	30.4%	7,172	HBO - 5,703 - \$12.62 Cinemax - 1,957 - \$12.62	11,497	22,256	51.7%